

DIANE SEAY MCNULTY, Ph.D.
Naveen Jindal School of Management
The University of Texas at Dallas
800 West Campbell Road, Mail Station SM42, Richardson, Texas 75080-3021
(972) 883-4489

Educational History

- Ph.D., May 1984, The University of Texas at Dallas, Richardson, Texas, Business Policy and Strategy. Dissertation Subject: “Influence of Interest Groups on the Regulation of Children’s Television Advertising”. Richard D. Irwin Fellow
- Masters in Management Science, May 1978, The University of Texas at Dallas, Richardson, Texas, Behavioral Management
- B.B.A., May 1971, Southern Methodist University, Dallas, Texas, minor in Journalism, with High Honors; Beta Gamma Sigma, Honorary Fraternity
- Diploma, May 1967, Hillcrest High School, Dallas, Texas, with Honors

Professional Experience

<u>Title</u>	<u>Description</u>	<u>Year</u>
<u>Associate Dean for External Affairs and Corporate Development</u> , Naveen Jindal School of Management, The University of Texas at Dallas, Richardson, Texas	Responsible for the administration and coordination of the Naveen Jindal School of Management external affairs/corporate strategic alliances and development initiatives; administer the coordination of Jindal School of Management community agenda/civic projects/special events; responsible for assisting the Dean in the development of the strategic partner commitments; responsible for the administration of Jindal School of Management Advisory Council and its activities; serve as relationship manager for corporate partners; coordinate/administer the advertising strategy creation/development for all JSOM programs; responsible for the development of the Jindal School of Management publications and promotional materials; initiated and serve as Executive Editor of the School’s magazine entitled <i>MANAGEMENT</i> ; annually teach in the Executive MBA program as well as the part-time MBA and undergraduate program; supervise staff of seven plus one Teaching/Research Assistant; staff includes: Communications Coordinator, PR Coordinator, Graphic Designer, Webmaster, Assistant Director Corporate Relations,	6/96-Present

Marketing/Advertising Coordinator (50%), Administrative Assistant, Director of Major Gifts/Development-dual report, and Assistant Director of Development/Alumni Relations-dual report; responsible for JSOM coordination with other offices such as Office of Communications, Office of Public Affairs, Vice President of business Affairs, and Office of Development.

Associate Dean/College Master,
School of Management, The
University of Texas at Dallas,
Richardson, Texas

Responsible for student affairs/academic advising/program coordinator-graduate; Master of undergraduate programs.

9/94-6/96

Assistant Dean/College Master,
School of Management, The
University of Texas at Dallas,
Richardson, Texas

Responsible for student affairs/academic advising both graduate and undergraduate.

1/92-8/94

Assistant to the Dean, School of
Management, The University of
Texas at Dallas, Richardson, Texas

Senior Lecture appointment; program head-graduate programs; assisted with special projects of Dean.

7/91-1/92

Senior Lecturer, School of
Management, The University of
Texas at Dallas, Richardson, Texas

Senior Lecturer in Business Policy; Strategy.

6/87-6/91

Management Consultant, Dallas,
Texas

Self-employed: specialized in personnel planning and procedures; organizational structure of boards; clients-non-profit agencies.

5/84-5/86

Interim Social Science Division
Chair, Brookhaven College, Farmers
Branch, Texas

Responsible for all general administration of department budgeting, faculty, curriculum development, general administration; faculty evaluation; special projects.

Spring 81-
Spring 82

Instructional Development
Consultant, Brookhaven College,
Farmers Branch, Texas

Responsible for creation, development, production, coordination of all curriculum projects in the College. Created, wrote and developed first individualized instruction course in management at Brookhaven.

9/80-4/81

Faculty, Brookhaven College,
Farmers Branch, Texas

Taught in School of Business: Management, Marketing, Advertising, Business Law, Organizational Behavior.

1979-1982

<u>Director of Testing</u> , Brookhaven College, Farmers Branch, Texas	Administrator of College Testing Center.	9/80-4/81
<u>Management Consultant</u> , Criterion, Inc., Dallas, Texas	Specialized in personnel, EEOC planning/analysis/expert witness consultation.	Spring 80-Fall 81
<u>Part-time Faculty</u> , Brookhaven College, Dallas, Texas	Teaching/supervising Marketing Management Center.	1983/84
<u>Graduate Teaching Assistant</u> , School of Management, The University of Texas at Dallas, Richardson, Texas	Taught classes in management, marketing, advertising; researched for professors; and advised undergraduate students.	1/77-4/80

Research Interests

Current Research

- Development of Ethics game to be utilized in teaching, fall 2012.
- Topic of women in governance; specifically women on Fortune 1000 boards of directors.
- Research project for Dallas Women's Forum: "Study of Women in Executive Positions-Dallas".

Professional Memberships

- Alliance for Technology and Women (ATW)
- Association of Fundraising Executives (AFE)
- Center for Business Ethics
- Council for Advancement and Support of Education (CASE)
- Dallas Committee on Foreign Relations
- Dallas Friday Group, previously on executive committee
- Dallas Junior League, sustaining member
- Dallas Press Club
- Executive Women of Texas
- Foundation for Women's Resources-New Initiatives & Strategic Planning Committee
- Greater Dallas Chamber
- Leadership Texas Alumna-Class of 1997
- National Association of Professional Women (NAPW)
- Public Affairs Council (PAC)
- Texas Business Hall of Fame
- Women Executive Business Owners (WEBO)
- World Affairs Council of Greater Dallas Board of Directors

Honors and Other Recognitions (In addition to mentioned appointments)

*Named one of *Dallas Business Journal's* Top 25 Women in Business, 2011

*Selected for Committee of Board of Foundation for Women's Resources, 2010

*Selected to co-chair TBC Greater Dallas Chamber Communications Committee (2010)

*Executive Editor – *MANAGEMENT*- UT Dallas Naveen Jindal School of Management magazine.

Awards:

-2006 KATIE Awards:

- Six KATIE finalist nominations
- 1st Place Award—Best Magazine Design, *MANAGEMENT* Magazine, Autumn 2005 and Spring 2006

-2005 KATIE Awards presented for:

- 1st Place Award– Visual Communications-Feature Photo, “Shanghai City Streets”, Becky Sullivan, Photographer, *MANAGEMENT* Magazine, Spring 2005;
- 1st Place Award – Visual Communications-Photography Portfolio, “Corporate Portraits”, Jim Reisch, Photographer, *MANAGEMENT* Magazine, Autumn 2004 and Spring 2005
- ‘Finalist’ Award presented by Press Club of Dallas, in category Publications/Corporate Communications – Best Magazine

-2004 KATIE 1st Place Award presented by Press Club of Dallas, in category Communications-Best Magazine for *MANAGEMENT*, Autumn 2003 and Spring 2004.

-2003 KATIE 1st Place Award presented by Press Club of Dallas for:

- *MANAGEMENT*, 2003, School of Management, The University of Texas at Dallas, Vol. 6, No. 2 and Vol. 7, No. 1. Category: Publications/Corporate Communications – Best Magazine
- Cohort Resume CD -designed by Michelle Long in coordination with Pat Schoch.

-2002 KATIE ‘Finalist’ Award presented by Press Club of Dallas; in category Communications-Best Magazine for *MANAGEMENT*, Vol. 5. No. 1, and Vol. 5 No. 2.

-2001 KATIE ‘Finalist’ Award presented by Press Club of Dallas; in category Publications/Corporate Communications-Best Magazine, *MANAGEMENT* Magazine, Vol. 4 No. 2 and Vol. 5 No. 1.

-1999 KATIE 1st Place Award presented by Press Club of Dallas; in category Public Relations Agencies & Corporate Communications – Best Magazine, *MANAGEMENT* Magazine, Vol. 2, No. 1.

-2009 CASE Award in category Visual Design-Illustration, Annual Fund Brochure.

-2005 CASE Finalist in category Visual Design-Illustration, Illustration for article “New Centers of Relevance” *MANAGEMENT* Magazine, Autumn 2003.

-2003 CASE:

- Achievement Award for *MANAGEMENT*, School of Management, The University of Texas at Dallas, Spring 2002, in category: Magazine Design-Complete Unit
- Award of Excellence for Cohort Resume CD Brochure-Fall 2002.

-2002 CASE Special Award for *MANAGEMENT*, School of Management, The University of Texas at Dallas, Autumn 2001, in category: Magazine Design-Complete Unit.

-2001 CASE Award of Excellence in category “Publications/Writing”.

-1999 CASE Award, *MANAGEMENT*, School of Management, The University of Texas at Dallas, Vol. 2 No. 1, Autumn 1998, in category: Magazines, Four Colors Throughout.

-1998 CASE Award for Editorial Achievement; awarded for “Essential Partners of the 21st Century”, *MANAGEMENT*, School of Management, The University of Texas at Dallas, Vol. 1 No. 1, Autumn 1997; also published in *PHILANTHROPY* magazine, April/May 98.

Achievements in Original Achievement, Investigation, and Research

-Stories (News)

- April 2009 – “New Directions”, Diane McNulty, *MANAGEMENT*, School of Management, The University of Texas at Dallas, Vol. 12 No. 2, Spring 2009.
- November 2001 – “Celebrating an Anniversary: Half a Decade”, Diane McNulty, *MANAGEMENT*, School of Management, The University of Texas at Dallas, Vol. 5 No. 1, Autumn 2001.
- April 2001 – “School Advisory Council Adds Two New Members”, Diane McNulty, *MANAGEMENT*, School of Management, The University of Texas at Dallas, Vol. 4 No. 2, Spring 2001.
- December 2000 – “Putting Our Best Fit Forward” and “Advisory Council Updates”, Diane McNulty, *MANAGEMENT*, School of Management, The University of Texas at Dallas, Vol. 4 No. 1, Autumn 2000.
- April 2000 – “Defining Success...in The School of Management” and “Advisory Council Updates”, Diane McNulty, *MANAGEMENT*, School of Management, The University of Texas at Dallas, Vol. 3 No. 2, Spring 2000.
- October 1999 – “Going Where Change is Happening”, Diane McNulty, *MANAGEMENT*, School of Management, The University of Texas at Dallas, Vol. 3 No. 1, Autumn 1999.
- October 1999 – “Council Gains Members With Diverse Expertise”, Diane McNulty, *MANAGEMENT*, School of Management, The University of Texas at Dallas, Vol. 3 No. 1, Autumn 1999.
- October 1998 – “State Officials and EDS President Lead Cohort Discussions”, Diane McNulty, Column in *MANAGEMENT*, School of Management, The University of Texas at Dallas, Vol. 2 No. 1, Autumn 1998.
- April-May 1998 – “Essential Partnerships for the 21st Century,” *PHILANTHROPY Magazine*, Vol. 3-No. 2.
- April 1998 – “Intellectual Property”, Diane McNulty, *MANAGEMENT*, School of Management, The University of Texas at Dallas, Vol. 1 No. 2, Spring 1998.
- April/May 1998 – “Essential Partnerships for the 21st Century”, Diane McNulty, *PHILANTHROPY Magazine*, Vol. 3, No. 2.
- October 1997 – “Essential Partnerships for the 21st Century”, Diane McNulty, *MANAGEMENT*, School of Management, The University of Texas at Dallas, Vol. 1 No. 1, Autumn 1997.
- 1993 – “Taking a Trip Through the Inner Workings of U.S. Congress with the Lobbyist,” 1993, *The Dallas Business Journal*.

-Conference Proceedings (Refereed)

- “Undermining the American Shareholder Rights Movement: The Reassertion of Managerial Hegemony”, Richard Harrison, Diane McNulty, and Maria Hosenleutal; EGOS Colloquium (European Group on Organizational Studies), Helsinki, July 2000

- "Private Sector Responses to Investment Rules: Evidence on U.S. Investors in APEC Region", Stephen Guisinger and Diane McNulty; Pacific Economic Council, 1996.

-Invited Talks/Presentations

- February 2012 – Virginia Cook Relators, "Vision for Naveen Jindal School of Management 2012", Dallas, TX
- January 2012 – Village Investors Club, Dallas, TX
- September 2007 – Presented "Experiences with Executive Advisory Boards" at AACSB Seminar on Advisory Councils, Dallas, TX
- May 2007 – Presented "Positioning Women for Corporate Boards" at Women Executive Business Owners (WEBO) Exec-U-Link
- January 2007 – Presented "Positioning Women for Corporate Boards" at Nortel Women in Business
- May 2006 – Presented "Positioning Women for Corporate Boards" at Women in Transportation Conference, Dallas, TX
- March 2005 – Panelist, "Are You Ready To Step Up", Women in Transportation Conference, Scottsdale, AZ
- April 2004 – Presented "Ethics and Accounting" at Leadership America Meeting
- March 2004 – Presented Ethics Seminar at 1st Dallas Securities
- March 2002 – Selected to serve on Steering Committee and presented two workshops; AACSB External Relations Conference, Washington, D.C.
- October 2001 – "Approaching Requests from Innovative Perspectives", AFP Southwest Fundraising Symposium, Texas Women's University, Denton, TX
- May 2001 – "Value/Culture Differences", CIE (Chinese Institute of Engineers) LAMP Seminar, The University of Texas at Dallas
- July 2000 – "Undermining the American Shareholder Rights Movement: The Reassertion of Managerial Hegemony", Richard Harrison, Diane McNulty, and Maria Hosenleutal; EGOS Colloquium (European Group on Organizational Studies), Helsinki, Finland
- April 2000 – "Cultivating Successful Public Relations: Building a Campaign and a Department", CASE District IV Conference, Baton Rouge, La.
- April 2000 – Business Ethics seminar for City of Plano mid-management, non-credit program
- March 2000 – Ethics Seminar for Texas Public Works Association Convention, Plano, TX.
- January 2000 – "Strategic Alliances: Corporate Fundraising for the 21st Century", AACSB Business School Development Conference, Pittsburgh, Pa.
- November 1998 – "Cultivating Successful Public Relations", AACSB External Affairs Conference, Washington, DC
- April 1998 – American Marketing Association, Dallas Chapter; annual Children's Advertising Competition, served as Judge and Presenter.

Papers Presented

- "Undermining the American Shareholder Rights Movement: The Reassertion of Managerial Hegemony", Richard Harrison, Diane McNulty, and Maria Hosenleutal;

EGOS Colloquium (European Group on Organizational Studies), Helsinki, Finland, July 2000

- “Keeping Score on the Institutional Investor Movement,” by Richardson Harrison, Debjani Biswas, Rohini Dey and Diane McNulty, presented at Academy of Management, 1994
- Briefing on Ethics Teaching Tools, “Business Ethic Coordinator,” 1993.

Professional & University Citizenship

Present Civic/Community Interests and Service:

- Dallas Regional Chamber Technology Business Council Communications Committee, served as co-chair (2009-2010)
- Dallas Regional Chamber Technology Business Council Committee, committee member
- Dallas Regional Chamber ‘Navigating Global Risk Lecture Series’, served as series co-host (2009)
- Foundation for Women’s Resources, New Initiatives and Strategies Committee, appointed to the Committee of the Board (COB) (2009-2010)
- Public Affairs Council, Washington, D.C., serve on the Board of Directors
- Public Affairs Council Foundation Research, served on the Advisory Board (2008-2009)
- Board of Directors of World Affairs Council of Greater Dallas/Fort Worth- Audit Committee (2008-2010); past secretary (1998-2004).

Past Service/Community Awards:

- May 2004 – Received ‘Bachendorf Award of Excellence’ from the American Heart Association, Dallas Division
- May 2002 – Received ‘Distinguished Service Award’ from the American Heart Association, Dallas Division. The AHA has also named a one-year cardiac research grant in Dr. McNulty’s name at The University of Texas Southwestern Medical Center
- Profiled in *Philanthropy in Texas*, January/February 2001, “From the Heart”, relating to volunteer work for American Heart Association and other community/civic efforts.

Past Civic/Community Interests and Service:

- American Heart Association, Dallas Division, Board of Directors; co-founder of the Advisory Committee of Women’s Heart Guild; chaired Women’s Guild Task Force; and served as Legislative Liaison
- American Heart Association, Dallas Division, Hope Ball 2009, served on inaugural committee
- American Marshall Memorial Fellowship selection committee, 2009
- American Heart Association, Dallas Division, served on the Advisory Council for the Côtes du Coeur 2009 event; chaired the Côtes du Coeur event in 2001
- Dallas Regional Chamber International Advisory Committee, Technology Business Council (2007-2009)
- American Heart Association, Dallas Division, served on the founding committee of a new fundraising event in April 2008, Stiletto Strut

- The Museum of Nature and Science, Advisory Council (2006-2010)
- UTD Development Board Task Force on Marketing 2006/2007
- MTBC TECH TITANS Event Awards Committee, 2005-2007
- The Science Place (Dallas), served on the Board of Trustees, formerly secretary (2003-2006)
- Dallas World Salute – Past Chairman 1995-2005; Vice-Chairman of the Board for 1992-1993; Secretary 1990-1992; a non-profit entity created by Mayor Robert Folsom to further Dallas' international efforts.
- World Affairs Council of Greater Dallas, elected Secretary of the Board – (1998-2004)
- Dallas Friday Group, served on the board of community leaders forum 2003
- *Inside Collin County Business*, served as Judge for the 'Celebration of Enterprise' competition, September 2001 and 2002
- American Heart Association – Board of Directors; secretary on Executive Committee, 1988-1990; served as Legislative Liaison, 2001-2003
- Dallas Challenge – Board of Directors, 1999-2001
- Dallas Junior League – Linz Award Committee, 1999 and 2000
- Leadership Texas, selected for Class of 1997
- La Fiesta De Las Seis Banderas - Solicitation Co-Chairman, Equest Fundraiser (non-profit), spring 1996; Fundraising Committee, spring 1994-96
- Dallas Museum of Art – Co-chaired Fine Arts Acquisition for the 1994 Ball; Beaux Arts Ball Committee – served as Assistant Underwriting/Solicitation Chairman for the April 1993 event
- Artreach – Advisory Board member, 1992-1993; co-chaired the 1992 annual fundraiser; raised \$25,000 for community arts programs
- Pi Beta Phi Alumnae – Executive Committee; Chaired 1991 annual Fundraiser – 'Impressions of Spring;' raised over \$50,000 for charities in Dallas. Also served on alumni House Board as Chairman 1982/83 – Southern Methodist University
- Women's Heart Guild – Chaired the 1990 annual fundraiser; Chairman of the Guild 1989-1990; Founding member (1987). Created the Gladys Faschena Memorial Scholarship Award, UT-Southwestern Medical School, to recognize outstanding contributions in the field of pediatric cardiology
- Junior League of Dallas – Board of Directors; Chairman of Public Relations; established PICA Award to recognize media contributions in educating the community on social problems and issues. Co-Chair Task Force Video Needs for Community Non-Profits; Ball Committee – responsible for raising funds with designated sponsors, raised \$80,000 (May 1987 – January 1988)
- Mayor's Ball Committee, 1986 & 1987
- City of Dallas Office of International Affairs – Chairman of Dallas World Salute Celebration April, 1986. Chairman of Volunteers, 1987. Responsible for the planning, organizing, supervising, staffing of all official guests of the Mayor and for all events at the city level. (Volunteer staff of 35 women.) Chairman of Consular Wives Dallas/Ft. Worth, responsible for the initial creation, development, and non-profit organization status of the organization (September 1985-April 1986)

- Participated in the Dallas/Fort Worth Chapter of the American Marketing Association, annual children's advertising competition (1987).

Naveen Jindal School of Management Committees-

- Academic Operations
- Academic Policy and Planning
- Development, chair
- Executive Education
- Facilities
- Masters Scholarship
- Steering
- Strategic Planning
- Web, chair

Courses and Other Curricula Developed-

- Ethics in International Business Game Strategy, Fall 2012
- Ethics in International Business, master's course, "UTD Executive Seminar on Power and Policy Making in Texas," co-authored with Anthony Champagne, Ph.D.
- MBA 2000 (Executive MBA) – Course on Social and Political Environment of Business, "How Washington Works"
- MBA curriculum – Seminar on Modern Corporations
- AMME module, "Healthcare Economics & Policy"

University Activities and Committees-

- Campus Communications Committee
- Campus Events Committee
- Served on the Search Committee for School of Management Associate Dean for Executive Education
- Served on Search Committee for Office of Communication, Communication Manager
- Served on the Search Committee for new Assistant Dean for Executive Education
- Served on the Search Committee for School of Management Development Officer
- Served on Women and Minorities Committee
- Serves ad hoc on 2011 EMBA Curriculum Update Committee

University Citizenship-Past

- Served on host committee, Society for Design and Process Science (SDPS) Conference, Dallas, June 2010
- Served on the Search Committee for the President's Director of University Events, 2010
- Served on the Search committee for the Vice President of Communications, 2010.